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other number represents the first, second, or third information item regarding the purchased product.

30. The method of claim 29, wherein the first information item is the price of the purchased product, the second information item is the amount of the purchased product, and the third information item is one of the identity of the vendor of the purchased product, the identity of the purchaser of the purchased product, and the identity of the purchased product itself.

31. The method of claim 28, wherein the first information item is the price of the purchased product and the second information items is the amount of the purchased product.

32. The method of claim 28, wherein the purchased product bears a bar code, wherein the data entry means

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includes a bar code reader and a keyboard having numerical keys and further keys, wherein one of sub-steps (a-1) and (a-2) is conducted by scanning the bar code on the purchased product with the bar code reader and depressing one of the further keys, and wherein the other of sub-steps (a-1) and (a-2) is conducted by depressing at least one numerical key and a different one of the further keys.

33. The method of claim 28, further comprising, before step (b) is conducted, the step of manually entering information items regarding another purchased product is a nonsequence-ordered mode wherein the panelist is not constrained to enter information items in a predetermined order.

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